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La Salle ALUMNUS

May, 1955

That fictional character "the average American college graduate" has been portrayed and analyzed and explored ever since colleges began. In one generation our folklore pictured him as a well-bred snob and her as an intellectual Feminist; after the First World War he used to wear a raccoon coat and drive a Stutz Bearcat, and she rolled her stockings and let her overshoes flap; in the thirties he was a wild-eyed radical and she his free-thinking partner; and then the GI Bill brought him back to college wearing his suntans while she, like as not, was his hardworking GI bride, mixing domesticity with the Vale of Academe.

The nearest anyone came to a complete portrait was a survey completed by *Time* Magazine and published by Harcourt Brace & Co. called "They Went to College," by Ernest Havemann and Patricia Salter West. The composite picture looked something like this: The college graduate is most likely to be a married businessman about 37 years old, with at least one child, a homeowner in a city or town in the East or Midwest. He may very well come from a college family; he more than likely worked his way through college, in whole or in part; and whatever else he may be, he is pretty well off in comparison with the rest of his fellow countrymen. He's very conservative in his political opinions; he believes firmly in American participation in world affairs; he's tolerant on racial and religious issues; he thinks that religion has something to offer this materialistic age; he claims to go to church fairly regularly; he has a tendency toward political independence. If he had to do it over again, he would go back to the same college from which he graduated and his only change of mind about the place would probably be in the courses he took.

But of course, a composite portrait only shows the man or the woman of whom there are more than any other type in the college graduate population. In a crowd of 6 million people there are 6 million individuals. Now that a college degree has become commonplace the college graduates constitute an important bloc of American public opinion and occupy a significant place in American society. Just what are these college graduates? What has college done for them? And was college worthwhile for them?

This year the Department of Sociology at La Salle, under the able direction of Brother Augustine, undertook a survey of the Class of 1949—now five years out of College. Its purpose: to determine how well La Salle was doing its job as a Catholic College. The primary concern was whether La Salle met adequately various needs in the areas of Religion, in the development of ideals, preparation

for family life, growth in personality, in understanding human relations. Also, for needs concerning occupational preparation, health, social life, and aesthetic appreciation. And too, for opinions on the quality of instruction received, and choice of courses.

The results can be applied to all La Salle men. Take a good look in the mirror, Dad, add or subtract a few years, and here you are:

The composite La Salle man, five years after graduation, most likely has been married for six years, has two children, and lives in the Metropolitan Philadelphia area. He has achieved either professional or executive-managerial status in an occupation closely allied to his College training, and is satisfied in his present job.

He came from a non-college family of between two and four children. He earned his way through college which, contrary to the popular myth, is the rule rather than the exception.

He's rather conservative in his political opinions, he leads a sincere spiritual life; and is retaining a very high degree of intellectual interest. If he had it to do over again, he would go to La Salle, but would probably change his curriculum, taking, believe it or not, more Philosophy. Here are some of the highlights of the responses to the poll:

Are you satisfied in your present occupation?

Yes, said 83% of the men, but they didn't all agree that it was the exact job they prepared for in college. Almost half are working in fields either slightly or greatly different from their major courses. The fact that they are satisfied reflects credit on their adaptability.

More than half did graduate work of some kind, a third earned a higher degree. And for most, the ethical principles taught at La Salle have been challenged in their occupation.

Consistently the greatest amount of disappointment was with the College vocational guidance program, but even so, 45% of the men were "satisfied" in that respect, probably because some instructor did offer guidance automatically. And wisely, the Counseling service at La Salle has been greatly expanded since 1949.

What about College? Were the four years justified?

Nine out of ten said yes. Most place greater value on a College education now than they did, and feel that it was worth the money. Almost all who spent time on extra-curricular activities are glad they did. 14% wish they had entered a larger university, and two would not go to college at all.



—Cartoons by Ed Graham, '52

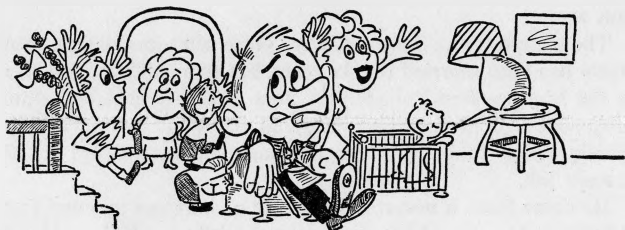
*Here's a message for grads riding high:
On a magical rug in the sky
You'll wonder no doubt
Should the bottom drop out!
Your diploma may not tell you why.*

The religious activities at La Salle were well-integrated with College life, most thought, and the religious atmosphere had a good after-effect.

Free discussion of practical problems was permitted, thought most of the men, but they couldn't reach agreement on whether they had been taught to relate instruction to everyday living. A third said yes, a third said no, and a third didn't know whether they had or not. 40% said that intellectual interests were not of paramount importance to them in College.

What effect La Salle has had on the individual's social and family life were next in point. The family size, two parents and two children, is already slightly above the present national average and will far exceed it in the next twenty years if it continues to grow.

Did La Salle education supply adequate preparation for family life?



"No comment," says .4%. Now let's not expect too much from this Education thing, it is only one of man's many social institutions and has certain inherent limitations. However, almost all were greatly pleased with the general college program as a preparation for family life.

They were pleased also with their development of a philosophy of life, of their development of a moral code, of their awareness of current problems.

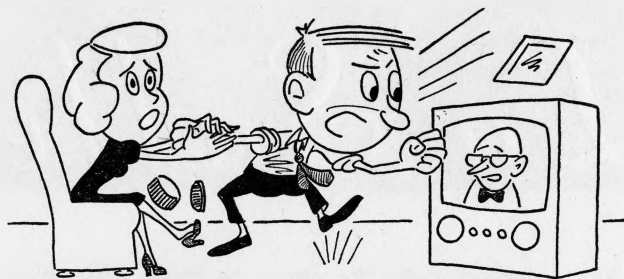
They were somewhat more pleased than not with respect to literary appreciation, development of self-confidence, training in initiative, and in appreciation of work.

They were merely "satisfied with their vocational training, training for community life, training in leadership, in public speaking, in the development of good reading habits, and in training for effective use of leisure."

PERSONAL PATTERN . . .

Received a nice note from Walter Zell, '36. Walt has his own Real Estate and Accounting business, is planning to open a new office in Merchantville, N. J., soon. Jim Bonder, '36, we hear, has published a booklet on Football that is selling very well. John and Jane Kelly, '39, added their newest, Susan Ethel, April 12th. They now have two and two. John was recently re-elected first vice-president of the Philadelphia Public Relations Assn. A. Jerry deAngelo, '39, announces that his household has been increased by the arrival of Joseph Dom. Jerry is detailing for Lederle Laboratories and sends warm greetings from the West Coast to all his friends. From USMCR Major F. R. "Iggy" Ignaszewski, "am being released from active duty on 28 June 55. So far have nothing lined up but expect to stay in Jacksonville, Florida. Lt. Cmdr. Ray Franz, D.D.S., '33, just left here for Manila. Jack Mason, '43, is with State Farm Mutual here in Jax. My alumni Bulletin gets slightly worn. My best to all the alumni and the good Brothers." Dr. Joseph N. Aceto is now a commissioned officer in the U.S. Public Health Service. He's specializing in Pulmonary diseases and also acting-Chief of Medicine at the Tacoma Indian Hospital. Gaetano D'Elia, '47, has his own Clinical Laboratory at 7126 Stockley Road, Upper Darby.

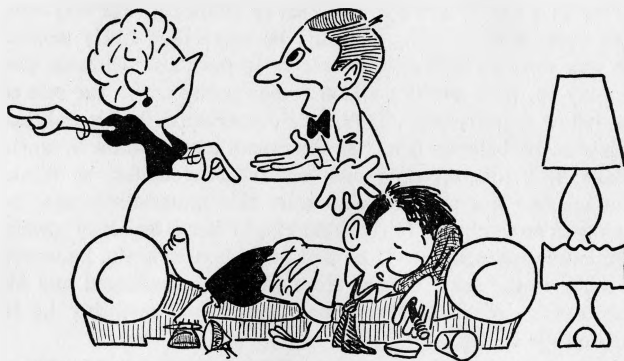
Have you learned to be more respectful of the opinions of others?



Well, there IS that 3.1%. Another 7% haven't completely bridged the gap, but the majority concede that the other fellow is at least entitled to his point of view. Or hers. Most too have learned to evaluate human relationships more intelligently, to be more forgiving and unresentful, and what is more, they frequently examine their experiences and evaluate them.

Almost all the men of '49 replied that their leisure activities are educational as well as recreational. Nearly nobody belongs to the Book of the Month Club, but most have a personal library. Although most feel they are keeping themselves well-informed for lectures and discussions in their community, only a quarter actually participate in community forums, discussions, etc. Six men are full-time writers, 11% of the class do some writing for magazines or newspapers.

Did you make any deep and lasting friendships in College?



20% were smart enough not to.

'48: Dr. John McLoone has opened his office for General Practice at 133 W. 4th Street, Bridgeport, Pa. John Sheehan is an officer of the Philadelphia Life Insurance Company. Dr. Pascal J. "Pat" Viola is associated in practice with Dr. R. A. Rossi at 6245 Elmwood Ave. in Phila. Bob Riley is a salesman at Jackson and Moyer Clothiers on Chestnut St. Jim Barry is business manager of the *Delaware Township News*. Dr. James McLaughlin is completing his specialty training in Obstetrics and Gynecology at Germantown Hospital and is opening an office on July 1st in the Germantown Professional Building. Jim has been the Dormitory Doctor at La Salle for the past two years.

'49: Joseph C. Eckert, Jr., recently received a new job as assistant to the head of Accounting at *The Evening Bulletin*. Born to John and Nancy Ryan, a boy, Michael. Jim Cunningham, Staff manager with Prudential Insurance, a Democratic candidate for Upper Moreland Township Commissioner.

'50: Mr. and Mrs. Joseph P. Rodgers announce the arrival of their son on May 15. Lawrence J. Kelly is assistant district manager for John Hancock Life Ins. in

Mayfair. April 22 was the wedding date for Bill Oschell and Anne Fitzpatrick at St. Martin's. Tom Walker was in the wedding party. Bill is interning at Germantown Hospital. Jim Quigley is salesman covering the Phila.-to-Harrisburg territory for Page Fence Division of the American Chain and Cable Company. Thomas Kehoe, formerly editor of the Johnson & Johnson monthly Bulletin, in New Brunswick, is now on their Training Staff.

'51: Now a Wilmington resident, Charlie Mahony is working as Retail Sales Supervisor for Sealtest. Leo Dodd is an auditor for the Signal Corps. Charles Higgins doing a great public relations job for La Salle at Trenton Catholic High. Anthony D'Orazio is a Senior Visitor with Penna. Department of Public Assistance. Charles Cavanagh is Credit Manager for Westinghouse Electric Supply Corp. Earl Douglas Adams has been promoted to Assistant Cashier at the Cheltenham National Bank. Richard Cullen is an agent for Manufacturer's Life Ins. Co.

'52: James R. Cleary is with Metropolitan Life in Darby. Dick O'Donnell operating his own Real Estate office at 5224 Rising Sun Ave. Anthony and Eileen Heck had a new arrival, Anthony, Jr. Jack Hanratty an accountant supreme for Passyunk Laundry. Bill Albanese now connected with Herman Lewis Co., TV-electronics dealers in Phila. John F. Ricks is a special Agent with the F.B.I., stationed in New Haven, Conn. Jack and his wife Kathleen (sister of John Kennedy, '51) blessed with "the showpiece of New Haven," John F., Jr.

'53: Vincent Zaccone is completing work on his Master's degree in Spanish on an assistantship at Penn State. Gus Cerini is stationed at Fort Sam Houston, Texas, studying to be a medical technician. Fred DiTommaso is selling Accounting machines for Burroughs. The William Scotts are proudly telling all about the arrival of their new daughter, Mary Patricia. John Zaccaria is playing basketball this season in Japan with the 8060th Army Unit team. Zacc, who arrived overseas in September 1954, is a teletypewriter operator with the unit's Signal Operations Company.

'54: Reports received from Niagara U. Grad School say that Bernard Williams, currently on Fellowship there, has been nominated for membership in Delta Epsilon Sigma, national honor society, a distinct honor, and that Frederick S. Robinson has also achieved singular success in his studies. Received a photo of Pfc. Robert J. Skalicky standing by a monument to the Emperor of Japan at Camp Zama, the former site of the Japanese Military Academy. A member of the 8030th Army Unit Hq. Co., Bob arrived in the Far East in October 1954. Joseph F. Doyle is in charge of the Research Department for Bayuk Cigars. Joseph P. Kearney graduated from Naval Pre-Flight School and is now stationed in Florida. Ted Bronson is at the University of Chicago getting his Master's in Communications. He hopes to have all the requirements except his thesis, completed by June. George Mason says hello from sunny Alabama, Camp Rucker. John Simms is at Fort Jackson, S. C. Edward J. Cieccko has been selected as an Auditor for the Army Audit Agency.

Ev. D. James J. Sammon, '53, was Captain of the Explorers who spent the week-end of January 4th at Malvern on their annual Retreat. Jim and his wife Kit were in Europe this past Spring on a Pilgrimage to Rome and other Catholic Shrines. They were present at the Canonization of Pope Pius X. Daniel J. Shields, '53, was Co-captain of St. Joseph's Retreat. Dan is now with the Treasury Department. John J. Collins, who is with the Veterans Administration,

was also a Co-captain of the Retreat, Our Lady's Section. John's son graduated from La Salle, in '53. Also in attendance other than current students of the Evening Division was Donald Marselle, '53.

MISS HELEN O'NEILL
Social Editor

LA SALLE ADDS COURSE FOR BUSINESS EXECUTIVES

A new course in Creative Thinking, for top level business executives, is being instituted this summer at La Salle.

Dr. Bernard B. Goldner, chairman of La Salle's Business Administration area, will conduct the course in one of the new air-conditioned seminar rooms of the College Library, starting July 12, and ending August 4.

Purpose of the series of lectures is to develop practical methods and principles for stimulating and utilizing creative powers; to increase creative ability to help solve business problems.

It is being offered for the first time in the Philadelphia area after being successfully presented by leading universities elsewhere. Many top local industries have already enrolled men in the program, including Keebler Biscuit, Minneapolis-Honeywell, North American Insurance, R.C.A., American Pulley, Beneficial Saving Fund Society, Universal Dye Works, Viking Sprinkler, American Stores Co.

Inquiries may be directed to Dr. Goldner at La Salle.

DR. BRACELAND HONORED

Dr. Francis J. Braceland, '26, is the new President-elect of the American Psychiatric Association, the leading professional society for physicians specializing in psychiatry in the U. S. and Canada.

Dr. Braceland received his B.A. from La Salle in 1926 and his M.D. from Jefferson Medical College in 1930. La Salle awarded him an honorary Sc.D. degree in 1941. For the past three years he has been Psychiatrist-in-Chief at the famous old private mental hospital, the Institute of Living in Hartford, Connecticut.

Earlier this spring, Dr. Braceland, as a member of the Medical Task Force of the Hoover Commission, wrote the report on mental hygiene which was presented to Congress. He called nation-wide attention to the problem of mental illness. In addition to pointing out that 250,000 new patients will enter our mental hospitals in 1955, he said: "The miracles of modern medicine will avail us little if they preserve us until old age and we end ingloriously in senile psychoses. It is only by means of continued research that any of these serious psychiatric problems will be met and research requires trained personnel and sufficient funds with which to accomplish it."

Before World War II, Dr. Braceland was Clinical Director at the Pennsylvania Hospital Department of Nervous and Mental Diseases in Philadelphia and in 1941 he became Dean of the Medical School at Loyola University in Chicago. During the war, with the rank of Captain, he was a Special Assistant to the Surgeon General and headed up the Psychiatry Branch of the Bureau of Medicine and Surgery of the U. S. Navy from 1944 to 1946. From 1946 to 1951 he was the head of the Psychiatry Section of the famed Mayo Clinic in Rochester, Minnesota, and was also Professor of Psychiatry at the University of Minnesota Graduate School.

Currently Dr. Braceland is on the Health Resources Advisory Committee and the National Advisory Committee to Selective Service. He is consultant to the Surgeons General of the Army and the Navy.

CLASS OF '53 MEETING AND STAG

This Class is going to be great! Despite the large percentage still in service, over 30 men attended the Stag April 22 in Leonard Hall. Brother Edward, the Class moderator, gave a rousing talk that set the tone for a very enthusiastic gathering. Bill Murphy was Chairman, and he along with Tony Polcino, was elected Class representative to the General Alumni Board of Directors. George Reiss was elected Class Treasurer, Joseph Morrison is Class Secretary.

Two social events were calendared—a "Night with the Phillies," preceded by dinner in town in July or early August, is chaired by George Reiss. A Fall social with dates, is to be held in October.

Preparing a welcome for the returning servicemen later this year, a contact committee was set up consisting of Henry Carroll for Education; Fred DiTommaso, George Vickers and Joe Schlauer for Accounting; Joe McGrather and Tom Gallagher for Marketing and Management; George Reiss and Dick Ryan for Science groups; John Manning for Economics and Pre-law; and others to be announced later.

BOOSTER CLUB GROWS

Recent members for La Salle's "Booster Club"—alumni reporting job opportunities for La Salle students and grads—are: Herb O'Hara, '37, Vernon Shoup, '54 EvD, Lou Celani, '49, Bill Gallagher, '52 EvD, John Montague, '48, Jesse Stach, '39, Jim Guigley, '50, Bill Garrity, '47, Jack Beaty, '49, John Sheehan, '48, J. Russell Cullen, '22, Joe Buckley, '39, Tony Zarrilli, '46, Bill Albanese, '52, Owen Tucker, '50, Joe Eckert, '49, Walt Kaiser, '47, Tom Ryan, '40, Ignatius Quinn, '51.

The Placement Office hasn't been able to fill all the jobs reported, but the service is catching on, and is of particular value to returning servicemen alumni. If you hear of openings in your organization, phone Miss O'Neill at VI 8-1100.

G. E. ROBERTSON CONTRIBUTES \$10,000

Glendon E. Robertson, Sr., prominent Catholic layman and industrialist, presented securities valued in excess of \$10,000 to the college through the La Salle Foundation, for the second year in succession. Brother Stanislaus received the gift for La Salle.

"It is my fond hope," said Mr. Robertson, "that the alumni will catch the spirit of progress at La Salle and help their school along through their annual giving program. The Brothers are doing a wonderful job, and they deserve as much support as we can possibly give them. If this gift will stimulate

the interest of alumni and friends, La Salle will reach the status we all want it to."

Mr. Robertson, president of The Roxborough Company, full-fashion hosiery manufacturers, is the father of Glen Robertson, Jr., Class of '49. Glen, Jr. was a member of La Salle's Dad Vail championship crew, president of SBK Fraternity, and is now studying for the priesthood in Belgium. Another son, John, is a sophomore at La Salle.

The \$10,000 gift is only the most recent of a series of contributions made by Mr. Robertson to the Brothers since 1946. His drive and enthusiasm for La Salle have provided added values which will be felt for years to come. An organizer and former President of the La Salle Foundation, he raised a large proportion of the nearly \$300,000 contributed to the College through that organization.

"La Salle is young," Mr. Robertson said in a recent interview, "and most of its alumni are too. If the older alumni and we outsiders can keep La Salle moving until the younger alumni get organized behind their annual giving fund, then in ten years or so they will be in a position to take over the work of the Foundation in getting their friends to contribute to its support through individual and corporation gifts. Christian Brothers education is a cause well worth working for, and I only wish we could all do more for them."

'41-'48 SPRING FROLIC

This was a natural! We mean the 75 or so couples who made the '41 to '48 Spring Frolic are hollering for more. All the essential ingredients were there: a good committee, a good location, danceable music, and the kind of crowd that loved to mix. Joe Frazer was the peerless arranger, along with Jim McGrath, who was host for the new K of C Ballroom in center city. Give a lot of credit to the committee: Pete Schneiders, Charlie O'Keefe, Jules Blum, Johnny McAteer, Marty Burke, Joe McFadden, Ed Menniti, Bob Winkelman, Steve Marcoe, Charlie Halpin, Gus Reiffel, Bill Conran, Art Perry, Jim Fahy, Joe Wilson, Bill Rogers, Fred Bernhardt, Harry Gibbons, Tom Harper, Jack McCloskey.

Tom Darlington, '40, fixed us up with a good band that took one look at the vintage of the crowd and moved not away from the sweet and slow stuff.

Chairman Frazer reports a treasury balance of \$66.50 which is a long way from nothing and will help produce a Fall stag and then another Dance. Grouping all the "war classes" together for social activities was a great idea, as this event proved. It was a great success.

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